

WHAT IS CLAIMED IS:

1. A method of facilitating exchange of messages at a computerized message exchange system, comprising:
 - storing a first plurality of greetings at said system, each of said first plurality of greetings associated with users of a first introduction service provider;
 - storing a second plurality of greetings at said server, each of said second plurality of greetings associated with a user of an introduction service provider, different from said first introduction service provider;
 - allowing users associated with said first introduction service provider, access to selected ones of said second plurality of greetings, based on criteria associated with an originator of each of said selected ones of said second greetings, and criteria set by said first introduction service provider.
2. The method of claim **1** wherein
 - said allowing limits said second plurality of greetings to greetings associated with users of introduction service providers authorized by said first introduction service provider.
3. The method of claim **2**, wherein
 - said allowing limits said second plurality of greetings to greetings associated with users having interests sanctioned by said first introduction service provider.
4. The method of claim **2**, wherein
 - said allowing comprises using data stored within a first field at said server, and associated with said first service provider, to determine users of which other service providers are authorized by said first introduction service provider.
5. The method of claim **4**, wherein

said allowing comprises using data stored in a second field at said server, and associated with said first service provider, to determine said interests that are sanctioned by said first introduction service provider.

6. The method of claim 5 wherein said allowing comprises generating a database query, and querying a database of user records to extract said selected ones of said second plurality of greetings.
7. The method of claim 6 wherein said first field contains a binary mask.
8. The method of claim 7 wherein said second field contains a binary mask.
9. The method of claim 7, wherein said allowing comprises determining service provider identifiers corresponding to said binary mask in said first field.
10. The method of claim 1, further comprising permitting a user of said first service provider to send a message to said users associated with said selected ones of said second plurality of greetings.
11. The method of claim 10, further comprising levying a charge for sending said message, and tallying a total of charges for users associated with said first service provider.
12. A message exchange system, comprising computer readable memory storing,:
 - a first plurality of greetings, each of said first plurality of greetings associated with users of a first introduction service;
 - a second plurality of greetings, each of said second plurality of greetings associated with a user of an introduction service, different from said first introduction service;
 - software allowing users associated with said first service provider, access to a selected one of said second plurality of greetings, based

on criteria associated with an originator of said selected one of said second greetings, and criteria set by said first service provider.

13. The system of claim **12**, further comprising a database storing records associated with each of said users associated with said first service provider.
14. The system of claim **13**, wherein said software generates database queries, and queries said database to extract said selected ones of said second plurality of greetings.
15. The system of claim **12**, further comprising an interactive voice response (“IVR”) unit, for obtaining instructions from said user by way of a telephone network.
16. The system of claim **12**, further comprising a network data interactive for obtaining instructions from said user by way of a data network.
17. Computer readable medium, storing processor executable instructions, that when loaded at computerized message exchange system comprising a processor, adapt said computerized message exchange system to:
 - store a first plurality of greetings at said system, each of said first plurality of greetings associated with users of a first introduction service provider;
 - store a second plurality of greetings at said server, each of said second plurality of greetings associated with a user of an introduction service provider, different from said first introduction service provider;
 - allow users associated with said first introduction service provider access to selected ones of said second plurality of greetings, based on criteria associated with an originator of each of said selected ones of said second greetings, and criteria set by said first introduction service provider.